

Ram Bahadur Yadav

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Digital Marketing @ (SEM, SEO, PPC, SMM) PR + Business Growth Hacker + Demand Generation Strategist

Profile:

Creative and results-oriented Digital Marketing Strategist with a proven record of driving revenue growth through innovative SEO, PPC, and campaign strategies. Known for precision, SEM tool mastery, and a collaborative approach that consistently delivers measurable impact.

Relevance Experience: 18+Years

Total Experience: 19 Years

Organization: [Mobishastra Technologies Private Limited](#) - (Feb 2025 – Current), Delhi

Role: Digital Marketing Manager

Projects: <https://mobishastra.com> | <https://telkosh.com>

Job Responsibilities:

I am working as Digital Marketing Manager and my key responsibilities are listed below –

- ✓ **Strategy Development:** Creating and executing digital marketing strategies aligned with overall business goals.
- ✓ **Campaign Management:** Overseeing the planning, execution, and optimization of marketing campaigns across various platforms like Google (PPC) Ads, Meta Ads, social media, email, and search engines.
- ✓ **Content Creation and Management:** Developing engaging content (text, images, videos) and managing content calendars to support marketing efforts.
- ✓ **SEO and SEM:** Implementing search engine optimization (SEO) and search engine marketing (SEM) strategies to improve website visibility and drive traffic.
- ✓ **Social Media Management:** Managing social media presence, developing platform-specific strategies, and monitoring engagement.
- ✓ **Analytics and Reporting:** Analyzing campaign performance, tracking key performance indicators (KPIs), and generating reports to assess effectiveness and ROI.
- ✓ **Budget Management:** Managing and allocating the digital marketing budget effectively.
- ✓ **Staying Updated:** Keeping abreast of the latest digital marketing trends, technologies, and best practices.

Technical Skills:

- Significant hands-on experience on Google Ads (PPC), Meta Ads and LinkedIn Ads
- SEM & Search Engine Optimization (SEO) | Social Media Optimization/Marketing (SMO)
- Generating Leads, Organic SEO - Organic Traffic Generation from the search engines like Google & Bing
- Good knowledge of Google Search, Display, Remarketing Campaigns, and Mobile Ad Networks
- App Store Optimization (ASO), Google Analytics, Google Webmaster Tools and Google Apps for Business
- E-mailers – Mail Chimp, Landing Page Optimization, Brand Marketing, SMS/E-mail Marketing
- Experience on Magento, Shopify Ecommerce & WordPress (CMS) platform based website admin console
- Performance Marketing | Industry Marketing Research & Analysis

Web Development Tools: Macromedia Dreamweaver, WordPress, PHP, Magento CMS, Shopify CMS, AWS, Adobe Photoshop, Canva, Wondershare Filmora, HTML, CSS, Java Script, XML & Web 2.0

SEM/SEO Tools: Google Analytics 4, Google Search Console, Atlas, DoubleClick DART, WooRank, SEMrush, Ahrefs, Moz, Bing Webmaster Tools, Google Trends, Hootsuite, Copyscape, XML Sitemap Generators

Operating System: Windows 11/10, macOS Sierra (Fuji), macOS Catalina (Jazz), Ubuntu GNOME, & Kubuntu 20.04, Windows Server 2022/2019.

Professional Qualification:

- **Certificate in Enterprise Management:** (Nov 2010 – March 2011)
I have completed “**Management Skill Formation Program for Entrepreneurial Ventures**” at Department of Management Studies (DMS), IIT New Delhi.
- **B.Tech. (Information Technology):** 2001 - 2005 from Raj Kumar Goel Institute of Technology, Ghaziabad affiliated UP Technical University, Lucknow with 66% in aggregate.

Social Community Service: Landmark Worldwide - <https://www.landmarkworldwide.com>

Landmark Worldwide Breakthrough Technology (formerly Landmark Education) – I am Forum Graduate and associated with assisting programs of Landmark Forum, Landmark Advance Course, Landmark Seminars, and Landmark Courses. I love to assist regularly at Delhi centre. Landmark's Assisting Program is an opportunity to be trained and to participate in a context of contribution, responsibility, success, commitment, and empowerment.

@Ram Yadav - The Landmark Assisting training and development programs – Through these programs, I am working on many areas of my life to transform in the principles and actions of making a difference on success, teamwork, leadership, communication, accomplishment, and performance.

Experience Summary:

2. Pragmatic Educational Society (ICSS) - <http://icssindia.in> (March 2022 – Jan 2025) Dwarka, Delhi

Role: Manager - Digital Marketing

Project: Worked on 2 websites <http://icssindia.in> and <https://pragicssindia.com> primarily Google Ads, Meta Ads, SEO, content development, and social media marketing. Proven track record in driving lead generation, improving ROI, and scaling digital presence across platforms.

3. Brand Bugle - <http://www.brandbugleindia.com> (Jan 2021 – Feb 2022) Pitampura, New Delhi

Role: Digital Marketing Manager

Project: Handled **22 client accounts** focused on lead generation, SEO, content development, and close collaboration with the social media marketing team.

4. JIJ Group - <https://jiindia.in> (Jan 2019 – Dec 2020) Faridabad, Haryana

Role: Digital Marketing Trainer/Consultant

Project: <http://www.jiindia.in> | Worked as Digital Marketing Trainer | Enhance the corporate website, execute SEO strategies, and manage all social media platforms for brand visibility and engagement.

5. Instant Info Solutions - www.iisindia.net (July 2015 – Dec 2018) Jangpura Extension, South Delhi

Role: Digital Media Marketing Head

Project: Led and delivered **35+ SEM projects** in collaboration with digital, SEO, creative, and content teams.

6. Shukra Pvt. Ltd. (Oct 2013 – June 2015) Chhatarpur, South Delhi

Role: Digital Marketing Manager

Project: www.fabuloso.com | Led and managed end-to-end digital marketing, including SEO/SEM, display retargeting, acquisition, marketplace operations (Amazon, eBay, Flipkart, Snapdeal, Rediff, & Pepperfry), social ads, and email marketing.

7. Augment Systems Pvt. Ltd. - www.augmentsys.com (Period Nov 2010 – Sept 2013) Chhatarpur, New Delhi

Role: SEO Team Lead | As a SEO Team Lead, I have performed SEO Industry best practices for organic traffic leads on following e-learning websites: --

Project: - www.assignmenthelp.net | www.urgenthomework.com | www.myassignmenthelp.net
www.faceend.com (Social Media & Networking site)

8. Benison Sales Corporation - www.halfvalue.com (Period Aug 2006 – Oct 2010)

India Operation: 48, Silver Oak Marg, M.G. Road, Ghittorni, New Delhi – 110030, India

Role: Sr. Search Engine Optimizer

Project: - www.halfvalue.com | www.halfvalue.co.uk

- Evaluated and tested existing sites & content, layout, keyword market research on targeted markets searching habits.
- Implemented **White Hat SEO techniques** to improve website visibility, including ethical link-building, keyword optimization, quality content update, and on-page SEO best practices to drive sustainable organic growth.
- Perform competition analysis reports, rank reports, and search engine traffic patterns.

9. Global Softnet - (Period July 2005 - July 2006) | B-213, Lohia Nagar, Ghaziabad

Role: Software Developer Intern

- Assisted in developing and maintaining desktop applications using **VB 6.0**, with **Oracle 8i** as the backend database; supported coding, debugging, and basic database queries to enhance system functionality.
- Wrote and maintained **PL/SQL queries** and stored procedures in **Oracle 8i** for data processing and reporting.

Soft Skills and Interests:

- Good communication skills and work effectively in team, as well as individually.
- High levels of honesty, integrity, autonomy, and self-motivation.
- Excellent analytical, organizational, project management, leadership and time management skills.
- Possess high energy, positive and "can-do" attitude, willingness to take initiative.
- Interacting with people, Morning Walk, Social Activities, Sports, Online Shopping and Solving Puzzles.

Personal Details:

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| • Name: Ram Bahadur Yadav | • Date of Birth: 06 Jan 1981 |
| • Father's Name: Amar Dhari Yadav | • Status: Married |
| • Nationality: Indian | • Passport No.: N5594012 |
| • Home Town: Jaunpur (U.P) | • Languages Known: English & Hindi |

I hereby declare that the information furnished above is true to the best of my knowledge.

Ram Bahadur Yadav